

2009 | 2010

# M.V. COHO

MAGAZINE



advertising  
rates



# M.V. COHO FACTS

In 2006, the **MV Coho** ferry service transported the equivalent of 205,144 return passengers (i.e., each way), of which 59,339 were foot passenger visitors and 115, 546 were vehicle passenger visitors (174,885 total visitors) Foot passenger visitors spent, on average, \$381 per person during their stay.

## MV Coho Visitor Volume

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Average
Clipper Foot Pasengers	\$212.87	\$271.37	\$337.16	\$201.53	
US Rubber Tire (BC Ferries)	\$212.87	\$271.37	\$337.16	\$201.53	
<b>Coho Foot Passengers</b>	<b>\$218.60</b>	<b>\$278.67</b>	<b>\$346.22</b>	<b>\$207.10</b>	<b>\$285.73</b>
<b>Coho Rubber Tire</b>	<b>\$194.96</b>	<b>\$468.27</b>	<b>\$370.88</b>	<b>\$366.20</b>	<b>\$380.81</b>

*Excerpts from MV Coho economic impact report prepared by Dr. Brock Smith of the Faculty of Business, University of Victoria.*



# ADVERTISING SPECS

## MECHANICAL REQUIREMENTS

Image Area: 7<sup>1</sup>/<sub>4</sub>" x 9<sup>5</sup>/<sub>8</sub>"

Trim size: 8<sup>3</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"

2 Facing Pages: 15<sup>5</sup>/<sub>8</sub>" x 9<sup>5</sup>/<sub>8</sub>"

Bleed Page: 8<sup>5</sup>/<sub>8</sub>" x 11"

2 Facing Bleed Pages: 17<sup>1</sup>/<sub>4</sub>" x 11"

## Unit

Full Page: 7<sup>1</sup>/<sub>4</sub>" x 9<sup>5</sup>/<sub>8</sub>"

2/3 Page Vertical: 4<sup>3</sup>/<sub>4</sub>" x 9<sup>5</sup>/<sub>8</sub>"

1/2 Page Vertical: 4<sup>3</sup>/<sub>4</sub>" x 7<sup>1</sup>/<sub>8</sub>"

1/3 Page Vertical: 2<sup>1</sup>/<sub>4</sub>" x 9<sup>5</sup>/<sub>8</sub>"

1/3 Square: 4<sup>3</sup>/<sub>4</sub>" x 4<sup>3</sup>/<sub>4</sub>"

1/6 Vertical: 2<sup>1</sup>/<sub>4</sub>" x 4<sup>3</sup>/<sub>4</sub>"

1/6 Horizontal: 4<sup>3</sup>/<sub>4</sub>" x 2<sup>1</sup>/<sub>4</sub>"

1/12 Square: 2<sup>1</sup>/<sub>4</sub>" x 2<sup>1</sup>/<sub>4</sub>"

## Macintosh Files

- InDesign/Illustrator/Photoshop CS2 or print ready EPS, TIFF, PDF all fonts embedded.
- Include all fonts
- Include all linked images (eps, tiff, etc)
- Linked colour images should be in **CMYK and 300dpi** resolution.

## IBM PC Files

- Print ready PDF, EPS, TIFF with all fonts embedded.

## Advertising Material Delivery

FTP (file transfer protocol) is the most reliable method. Contact our advertising department for the login information for use with any FTP client software to upload your files.

*NOTE: Internet browsers such as Internet Explorer and Netscape Navigator are not capable of uploading files via ftp. Use dedicated FTP client software.*

## Deadline for Advertising:

March 1, 2009

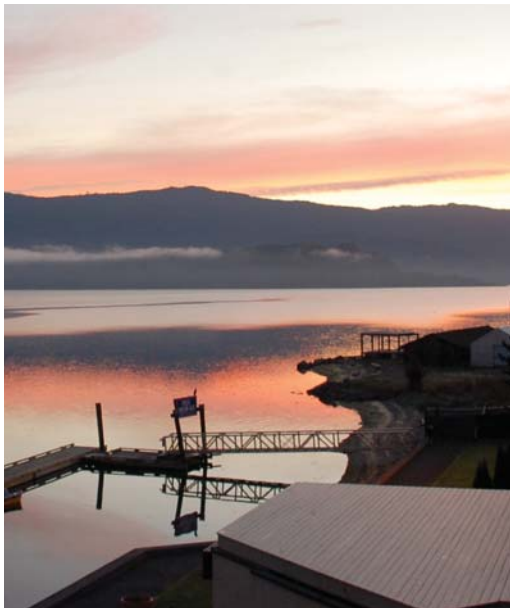
## Annual Edition Distribution:

April 1, 2009 - March 31, 2010

## Rates:

Inside Back Cover:	\$7,102
Inside Front Cover:	\$7,422
Outside Back Cover:	\$7,718
Full Page:	\$6,178
2/3 Page:	\$4,698
1/2 Page:	\$3,710
1/3 Page:	\$2,659
1/6 Page:	\$1,541
1/12 Page:	\$815

(all rates in Cnd Dollars)





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